

MM 93-48

Date: 1/11/96

EX PARTE OR LATE FILED

The Honorable Reed Hundt
Chairman
Federal Communications Commission
1919 M Street, NW, Room 814
Washington, DC 20554

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Dear Chairman Hundt:

On behalf of my child advocacy organization, I am writing to encourage you to strengthen the guidelines for the Children's Television Act of 1990 (MM No. 93-48).

Broadcast television can play an unprecedented role in nourishing the minds of our nation's children. In the Commission's own words: "There are many imaginative and exciting ways in which the medium can be used to further a child's understanding of a wide range of areas: history, science, literature, the environment, drama, music, fine arts, human relations, other cultures and languages, and basic skills such as reading and mathematics which are crucial to a child's development." (1974 FCC Policy Statement)

Broadcasters have the talent to create children's programs which are as educational as they are entertaining. Yet, today's children have greater access to sensationalistic talk shows, violent cartoons, and adult sitcoms that they do to programming designed to enrich their minds.

The FCC needs to strengthen the guidelines for the Children's Television Act by establishing real policies designed to safeguard the interests of our children. These should include a clearer definition of "educational" programming and a requirement that television stations air at least one hour a day of 30-minute educational shows between 7 a.m. and 10 p.m. in regularly scheduled time slots.

No other regulatory body is in a position to make this happen. Please...America's children are counting on you.

Sincerely,

Patricia MoE
(Signature)

PATRICIA MOE
Name (Printed)

Controller
Title

Ryther Child Center
Organization

RYTHER CHILD CENTER 2400 NE 95TH ST
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C E N T E R F O R M E D I A E D U C A T I O N

COALITION OF CHILD ADVOCATES URGES FCC TO STRENGTHEN CHILDREN'S TV RULES

The Center for Media Education and a coalition of more than a dozen national education, consumer, and child advocacy groups are urging the Federal Communications Commission (FCC) to strengthen its rules for implementing the Children's Television Act. The coalition includes:

American Association of School Administrators
Association for Library Service to Children at the
American Library Association
Center for the Study of Commercialism
Consumer Federation of America
Council of Chief State School Officers
National Association of Child Advocates
National Association of Elementary School Principals
National Association for Family and Community Education
National Black Child Development Institute
National Council of La Raza
National Education Association
National PTA

The coalition's comments were prepared by the Citizens Communication Center Project, Institute for Public Representation, Georgetown University Law Center. Peggy Charren, founder of Action for Children's Television, also signed on to the recommendations.

The groups are calling on the FCC to:

- ❖ set a standard of at least one hour per day of specifically-designed educational and informational programming on all TV stations;
- ❖ refine its definition of "educational and informational" programming in order to close the regulatory loophole which permitted stations to cite *The Jetsons* and *The Flintstones* on their license renewal applications;
- ❖ count only standard-length, regularly-scheduled educational programs as meeting a station's "core" programming obligations under the Act; and
- ❖ exclude programs aired before 7:00 A.M. or after 10:00 P.M. from counting toward the "core" requirement.

For more information on how you can help ensure that quality educational programs are available for children, please call Emily Littleton or Shelley Pasnik at (202) 628-2620.



MM93-48

1/10/96

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January 5, 1996

The Honorable Reed Hundt
Chairman
Federal Communications Commission
1919 M Street NW, Room 814
Washington, DC 20554

Dear Chairman Hundt:

The American Association of Colleges for Teacher Education (AACTE) joins with our colleagues in the Coalition for America's Children and urges the FCC to revise its guidelines for children's educational television programming.

Our association—more than 700 schools, colleges, and departments of education nationwide—encourages the FCC to adopt stronger programming rules for the Children's Television Act of 1990. Under present guidelines, broadcasters may claim cartoons as "educational programming" and can schedule informational shows for children at irregular or inappropriate times. Obviously, these rules should be changed to ensure that quality educational programming is available to all children. Along with the Coalition for America's Children, we ask the FCC to:

- issue clear definitions of "educational and informational programming" for broadcasters to follow;
- require every television station to air at least one hour of educational programming each day; and
- state that only standard-length and regularly-scheduled educational programs (broadcast between 7:00 AM and 10:00 PM) can fulfill "core" educational programming obligations under the Children's Television Act.

These revisions to FCC rules will help the Children's Television Act fulfill its intended purpose: to provide quality educational programming for young viewers. Such genuinely educational television can be quite effective in preparing children for school and improving their performance in the classroom. The members of AACTE hope that the FCC will allow all children—and their teachers—to reap these benefits of educational television. Please support the recommendations of the Coalition for America's Children and strengthen the Children's Television Act. Thank you.

Sincerely,

David G. Imig
Chief Executive Officer

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Citizens
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and Youth

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Date: Jan 11, 1996

The Honorable Reed Hundt
Chairman
Federal Communications Commission
1919 M Street, NW, Room 814
Washington, DC 20554

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Sincerely,

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Rosemary E Matthews
(Signature)

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